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**From:** Colleen Donovan [CKenney@stratusconsulting.com]  
**Sent:** Wednesday, December 03, 2008 8:41 AM  
**To:** Richard Bishop  
**Subject:** FW: Initial Refusals - Strategies for Contact  
**Importance:** High  
**Attachments:** Case\_InterimRefusal3\_Revise.zip

Hi Rich,

Sherry just sent this revised list yesterday.

Thanks,  
Colleen

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From: Sherry Sanborne [mailto:SANBORS1@WESTAT.com]  
Sent: Tuesday, December 02, 2008 12:16 PM  
To: 'Jon Krosnick'; 'Jon Krosnick'; David Chapman; Colleen Donovan  
Cc: Mike Shea; Jan Jones; Sherry Sanborne  
Subject: FW: Initial Refusals - Strategies for Contact  
Importance: High

I'm responding to a message from David last night about best places to concentrate doing the refusal conversion calls in/to. I have sorted the Excel file of interim refusals I sent last night by current interviewer and town, and it looks like all these pending refusals are assigned to interviewers who are still working, with the following exceptions:

- Bartlesville
- Broken Arrow
- Chickasha
- Duncan
- Kingston
- Lawton

Exhibit 23

I have asked Marie about these areas (if we were able to convert a refusal, could we send an interviewer in to do an interview) and will get back to you. So, all other areas are covered by interviewers.

It is your call about which cases to call and try to convert. My suggestion might be to try the ones that seem softer, or not documented, going on the assumption that an interviewer would document a hard refusal. We have given previous feedback to Mike Grider, about doing a better job documenting refusals and his work. Other interviewers who have recorded "Null" in the EROC Comment field in the Study Management System or SMS are Patricia Rayner, Laura Gonzalez, and Lawrence Hillhouse - we will check to see if they have documented the reason on the hard copy NonInterview Report Form or NIRF.

Sherry

-----Original Message-----

From: Sherry Sanborne  
Sent: Monday, December 01, 2008 6:36 PM  
To: 'Jon Krosnick'; 'Roger Tourangeau'; 'David Chapman'; 'Colleen Donovan'  
Cc: Mike Shea; Jan Jones; Sherry Sanborne  
Subject: Initial Refusals

Attached is the zipped file containing the 186 cases with an interim refusal code which also had telephone numbers. Karin imported the SMS data into SAS and merged it with the Screener Survey data set and there are NO matches. Meaning ALL (354) of the interim refusal cases are Screener Refusals. As I explained earlier today, these are refusals that are "at the door" and represents the household's overall refusal to participate in the study, whether that means completing the screening interview or the extended interview. As you will see in some cases, these households have been already contacted multiple times. Trying to meet our deadline of today, I have quickly scanned the EROC comments and excluded the most obvious hard refusals, although there are probably plenty that are border line still included.

The format of the file is as follows:

- PSU
- Segment
- Last Name of person associated with the telephone number at this address found via Telematch search
- First Name of person (above)
- Telephone number (via Telematch search)
- Address, City, and zipcode
- DUID
- The interviewer to whom the case is currently assigned
- Number of Contacts
- Last Contact date and time
- Contact Type (in person or phone)
- Contact person category - typically designated as a DU member, whoever answered the door and responded to the interviewer.
- EROC (Electronic Record of Contact) Comments - documentation of the reason or background for the refusals. There was documentation for the refusal for 141 of the 186 cases (or 76%).
- The interviewer who took the action, recorded the reason for refusal.

-----Original Message-----

From: Fan Ren  
Sent: Monday, December 01, 2008 5:42 PM  
To: Sherry Sanborne  
Cc: Craig Ray; Karin Davis; Mike Shea; Jan Jones  
Subject: RE: Additional information Needed and Summary - Please Zip the Attached File for me

Sherry,

Attached is the zipped file of the Excel file you attached.

Will send you the password soon in a separate email.

Fan